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FEB 23 2004

Attorney General's
Registry of Charitable Trusts

**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES
2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

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3. Amount to Charity (subtract line 2N from line 1G) \$13,636.40 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$13,636.40 6.
7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?
☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser)

Glenda Keenihan, Secretary/Treasurer

Printed Name

Title

Date

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

John Lowe

A/Q

1/27/04

Signature of authorized officer/director (Charity)

Printed Name

Title

Date

CAMPAIGN FINANCIAL REPORT

THE HERITAGE COMPANY

(Name of Professional Solicitor)

(Registration Number)

VETERANS OF FOREIGN WARS - CALIFORNIA

(Name of Charitable Organization or Sponsor)

For the period beginning 01/01/03 through 12/31/03

GROSS REVENUE 54,961.00

EXPENSES

SALARIES, WAGES, COMMISSIONS 12,862.78

PROMOTIONAL FEES 1,732.87

POSTAGE 697.80

TELEPHONE 9,548.23

RENT 3,675.08

SUPPLIES 395.42

LICENSES, PERMITS 651.28

ADVERTISING 814.10

ACCOUNTING/DATA PROCESSING 4,582.22

LIST PREPARATION 360.53

OTHER:

TOTAL EXPENSES 35,320.31 64.26%

Net Proceeds 19,640.69 35.74%

Amount Retained by Charitable Organization or Sponsor 13,636.40 24.81%

Percentage of Funds Received by Charitable Organization or Sponsor 24.81%
*(Amount Retained by the Charitable Organization or Sponsor divided
by Gross Revenue)*

Net Income/Loss (-) to THC 6,004.29 10.92%
(pending ongoing collections & reconciliations)

1/15/2004

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